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What is claimed is:

- 1. A sender in a multicast subscription system having a multiplicity of subscribers, the sender comprising:
- a negative acknowledge (NACK) server; and an attentiveness monitor which monitors the activity at said NACK server.
- 2. A sender according to claim 1 and also comprising a NACK incident generator which disturbs the flow of data between said sender and said subscribers.
 - 3. A sender according to claim 2 and wherein said NACK incident generator alters the sent and pending queues.
 - 4. A sender according to claim 3 and wherein said NACK incident generator places a packet in said sent queue which was never transmitted.
- 5. A sender according to claim 3 and wherein said NACK incident generator alters the packet sequence number.
 - 6. A sender according to claim 3 and wherein said NACK incident generator increments the sequence number relative to the sequence of packets that actually need to be sent.
 - 7. A sender according to claim 1 and wherein said attentiveness monitor determines whether or not there are attentive subscribers from the activity at said NACK server.

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- 8. A sender in a multicast subscription system having a multiplicity of subscribers, the sender comprising:
 - a negative acknowledge (NACK) server; and
- a NACK incident generator which disturbs the flow of data between said sender and said subscribers.
- 9. A sender according to claim 8 and wherein said NACK incident generator alters the sent and pending queues.
- 10 10. A sender according to claim 8 and wherein said NACK incident generator places a packet in said sent queue which was never transmitted.
 - 11. A sender according to claim 8 and wherein said NACK incident generator alters the packet sequence number.
 - 12. A sender according to claim 8 and wherein said NACK incident generator increments the sequence number relative to the sequence of packets that actually need to be sent.
 - 13. A method of sending packets to a multiplicity of subscribers in a multicast subscription system, the method comprising:

monitoring the activity at a NACK server.

- 14. A method according to claim 13 and wherein said monitoring includes determining whether or not there are attentive subscribers from the activity at said NACK server.
- 15. A method according to claim 13 and also comprising disturbing the flow of data between said sender and said subscribers.

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- 16. A method according to claim 15 and wherein said disturbing comprises altering the sent and pending queues.
- 5 17. A method according to claim 15 and wherein said disturbing comprises placing a packet in said sent queue which was never transmitted.
- 18. A method according to claim 15 and wherein saiddisturbing comprises altering the packet sequence number.
 - 19. A method according to claim 15 and wherein said disturbing comprises incrementing the sequence number relative to the sequence of packets that actually need to be sent.
 - 20. A method of sending packets to a multiplicity of subscribers in a multicast subscription system, the method comprising:

disturbing the flow of data between said sender and said subscribers.

- 21. A method according to claim 20 and wherein said disturbing comprises altering the sent and pending queues.
- 22. A method according to claim 20 and wherein said disturbing comprises placing a packet in said sent queue which was never transmitted.
- 30 23. A method according to claim 20 and wherein said disturbing comprises altering the packet sequence number.

24. A method according to claim 20 and wherein said disturbing comprises incrementing the sequence number relative to the sequence of packets that actually need to be sent.

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25. A method of sending packets to a multiplicity of subscribers in a multicast subscription system, the method comprising:

having packets in a sent queue which were never in a pending queue.

- 26. A method of sending packets to a multiplicity of subscribers in a multicast subscription system, the method comprising:
- creating a NACK generation incident in order to determine if said sender has any attentive subscribers.
- 27. A computer product readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for transmission of packets to a multiplicity of subscribers in a multicast subscription system, said method steps comprising:

monitoring the activity at a NACK server.

- 28. A product according to claim 27 and wherein said monitoring includes determining whether or not there are attentive subscribers from the activity at said NACK server.
- 29. A product according to claim 27 and also comprising disturbing the flow of data between said sender and said subscribers.

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- 30. A product according to claim 29 and wherein said disturbing comprises altering the sent and pending queues.
- 31. A product according to claim 29 and wherein said disturbing comprises placing a packet in said sent queue which was never transmitted.
- 32. A product according to claim 29 and wherein said disturbing comprises altering the packet sequence number.
- 33. A product according to claim 29 and wherein said disturbing comprises incrementing the sequence number relative to the sequence of packets that actually need to be sent.
- 34. A computer product readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for transmission of packets to a multiplicity of subscribers in a multicast subscription system, said method steps comprising:
- disturbing the flow of data between said sender and said subscribers.
- 35. A product according to claim 34 and wherein said disturbing comprises altering the sent and pending queues.
 - 36. A product according to claim 34 and wherein said disturbing comprises placing a packet in said sent queue which was never transmitted.
 - 37. A product according to claim 34 and wherein said disturbing comprises altering the packet sequence number.

38. A product according to claim 34 and wherein said disturbing comprises incrementing the sequence number relative to the sequence of packets that actually need to be sent.

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39. A computer product readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for transmission of packets to a multiplicity of subscribers in a multicast subscription system, said method steps comprising:

having packets in a sent queue which were never in a pending queue.

40. A computer product readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for transmission of packets to a multiplicity of subscribers in a multicast subscription system, said method steps comprising:

creating a NACK generation incident in order to determine if said sender has any attentive subscribers.